

THE MAGNIFICENT MILE[®] ASSOCIATION

MICHIGAN AVENUE DISTRICT | CHICAGO

North Michigan Avenue SSA 76

Wednesday, May 8, 2024, 2:30pm

625 North Michigan Avenue, 6th Floor Conference Room

Minutes

1. Call to Order and Roll Call

Commissioners: Bradley Borowiec, John Gagliardo, Elizabeth Kilroy, Jennifer Hesser
Other: Katrina Balog, Glenn White, Julio Berthet, Stephanie Knight, Peter Gomez, Cortney Lederer, John Bartuch, Lori J. Olson

2. Public Comment

None.

3. Review and Approval of Previous Meeting Minutes

Bradley provided edits including correcting name spelling for Bradley and John. Elizabeth made a motion to approve the minutes with edits. John seconded it. All were in favor; the motion passed.

4. Review April P+L

Katrina talked to the commission about the excess carryover in 2024. Mark Roschen confirmed we will need to spend the \$423,860 carryover in 2024.

The commission talked about expanding the bollards program. The commission directed Katrina to ask Site Design to expand their scope and evaluate bollard placement at additional intersections. Katrina will talk to Site Design about adding intersections on the Avenue.

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5. Review Draft 2025 Budget

Katrina presented the commission with the draft 2025 budget agreed with the budget priorities as presented in the meeting. The 2025 budget will be \$1,059,119, which is less than 2024. The budget includes more public art opportunities. The commission directed Katrina to reach out to Cortney Lederer for ideas for gateway signage on the mile.

6. Safety & Security

a. Safety and Security Advisor Report

Glenn White and United Security talked about the security plan for the rest of May. The security schedule for May 27 was confirmed. Glenn read the crime report to the commission with stats from April 29 - May 5. Glenn told the commission about the safety and security event on May 15 that will focus on retail theft and mental health.

There were 27 total crimes reported from April 29 - May 5. United Security reported the following for the week ending on May 11.

Premise Checks: 75

Business Checks: 111

Community Interactions: 5

Field Engagement: 7

7. Public Way Aesthetics

a. Vote: Bollard and Planter BID Responses

LS Contracting

Olympik

The commission reviewed and discussed the two proposals. Elizabeth Kilory made a motion to select Olympik Signs to install the planters and bollards. John seconded. All in favor; the motion passed.

8. Marketing

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- a. Denise shared the Enjoy Illinois ads with the commission.
- b. Cortney Lederer presented options to paint the sidewalk at Jayne Byrne Park. The discussion included material type, process, environmental friendliness and installation. The commission directed Denise to work with Cortney to talk to the water department and then come back to the commission with more details on the materials.
- c. Denise provided an update on Flight of Butterflies; the installation is scheduled for Monday, May 20.

The following updates will be shared at the next commission meeting:

- d. Update on augmented reality project for 5 historical sites
- e. Update on media campaign co-funded by the Illinois Tourism grant
- f. Update on new website launch.

9. Old Business

- a. BID legislation status and support letter outreach
- b. The commission accepted Elliot Adamczyk's resignation from the commission. Elizabeth Kilroy will stay on until June, 2024.
- c. IDA Annual Conference in Seattle, WA Tuesday, 9/10 - Friday, 9/13

10. New Business

11. Upcoming Meetings

- a. SSA Commission Meeting: May 22, 2024, at 2:30 pm (625 N Michigan Ave)
- b. SSA Advisory Committee Meeting: Wednesday, May 9 at 1:30 pm (625 N Michigan Ave)
- c. SSA Renewal Public Meetings: May 15 at 4:30 pm and May 22 at 9 am
- d. Proposed meeting cancellations:
 - e. June 5 SSA meeting is the same time as the Choose Chicago Annual meeting.
 - f. July 3, will we have quorum?
 - g. August 14, Katrina on vacation

The commission agreed to cancel the SSA meetings on June 5, July 3 and August 14.

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12. Adjourn

John made a motion to adjourn the meeting at 3:52 pm. Elizabeth second; all in favor. The motion passed.